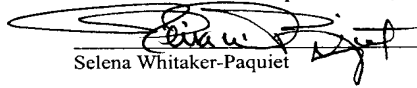


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I hereby certify that this correspondence is being transmitted herewith via the
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1450, Alexandria, VA 22313-1450.
Date of Submission: September 22, 2006


Selena Whitaker-Paquet

Attorney Docket No.: 97000.1001U
PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of **Malcolm R. FOWLER et al.**

Application No. : 09/935,884
Filed : August 22, 2001
For : **MARKETING SYSTEMS AND METHODS**
Examiner : Arthur D. Duran

AMENDMENT AND REPLY

MAIL STOP: AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed **March 24, 2006**, please amend the subject patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 16 of this paper.